



## **2022-2023 Civic Engagement Action Plan**

### **Executive Summary**

The Cochise College civic engagement action plan has been created by the Civic Engagement Committee, which is currently formed by ten Cochise College employees and two students. The plan aims to increase non-partisan voter education and promote engagement through political and non-political processes. Members of the committee coordinate all aspects of the College's civic engagement efforts. Including but not limited to marketing, branding, non-partisan voting campaigns, voter education website and resources, on-campus/virtual events and activities, pre and post-event assessments, data collections, public relations, partnerships, and federal compliance. The Executive Dean of Student Services will work closely with the committee to review proposed expenses, approve the budget, and provide the necessary funding to support civic engagement.

The plan will be implemented on Cochise College Campuses (Sierra Vista, Douglas, Virtual/Online) and Centers (Fort Huachuca, Wilcox, and Benson) across Cochise County in Arizona. All Campuses (including virtual/online) and Centers will follow the same civic engagement programming guidelines and offer voter education resources and tools. All Faculty, Staff, and Student Organizations (including Student Government and Clubs) are held accountable for supporting Cochise College's civic engagement efforts.

The goals of the civic engagement action plan are:

- Promote the importance of democracy within the college community
- Provide voter education and resources
- Develop a healthy non-partisan democratic culture
- Increase the student voter registration rate
- Increase the student voting rate
- Report student voting information to NSLVE

Goals will be assessed regularly by the Civic Engagement Committee to determine the effectiveness of the strategies implemented to promote and support non-partisan local, state, and federal elections. The plan will be considered a living document as necessary changes will be made throughout the academic year.

### **Leadership**

**Cochise College Civic Engagement Committee:** The committee is responsible for identifying, recruiting, communicating, and partnering with the college and community stakeholders, which include but are not limited to the President's Office, Student Government Association (SGA) Offices, Student Organizations (All Clubs), Student Services Offices, TRiO Support Services, Marketing, Institutional Effectiveness, Technology Services, Faculty, External Partners: (Local universities County Recorder's Office, and non-partisan/non-profit organizations) for executing and implementing the civic engagement action plan across campuses and centers.



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**Active Committee Membership:** Committee members, chairs, and officers are held accountable and must attend the regular committee meetings and participate and engage in committee-related activities to maintain an active membership. **Committee Chairs and Officers** are responsible for evaluating committee members' performance related to active committee membership, assessing the needs for adding/removing members, and strategically replacing any leaders that may leave their positions.

### ***Cochise College Civic Engagement Committee:***

#### **Committee Chairs & Point of Contact:**

##### *Student Services Department:*

- **Andy Espinoza**, Student Activities Manager, Sierra Vista Campus  
[espinozaj@cochise.edu](mailto:espinozaj@cochise.edu)

##### *Office of the President:*

- **Jennifer Wantz**, Executive Director of Community Engagement, District-Wide  
[wantzj@cochise.edu](mailto:wantzj@cochise.edu)

#### **Committee Officer: Secretary & Web Administrator:**

##### *Enrollment Management & Marketing Department:*

- **Sharrina Cook-General**, Media Communications Coordinator, District-Wide

#### **Committee Members:**

- **Gabby Amavizca**, Director of Student Support Services TRiO, Douglas Campus
- **Manda Burkhart**, Assistant Director of Housing, Douglas Campus
- **Karly Scarbrough**, Director of Library Services, District-Wide
- **Barbara Richardson**, Dean of Outreach, Centers: Fort Huachuca, Wilcox, and Benson

#### ***District-Wide Faculty Representatives:***

- **Kristin Juarez**, Social and Behavioral Sciences Instructor & Department Chair
- **Mary King Power**, English Instructor

#### ***Student Representatives:***

- **TBD**, Civic Influencer, Sierra Vista Campus
- **TBD**, Civic Influencer, Douglas Campus

*\*Committee members subject to change*



## 2022-2023 Civic Engagement Action Plan

### Commitment

Cochise College is committed to promoting and engaging the entire college community in a healthy democratic process through political and non-political processes; Following the recommendations of the Civic Engagement Committee, which operates at a district-wide level on creating a non-partisan civic engagement action plan that models Cochise College's Guiding Statements as follow:

**Why** (Why we do what we do, the reason for our existence): To inspire passion and purpose through the education of individuals so that we enhance our community.

**Vision** (Our focus is on our stakeholders' futures and aspirations): Cochise College is a leading and responsive college which transforms and empowers our community by fostering collaborative relationships and providing innovative educational pathways.

**Mission** (What we do to accomplish the vision): Cochise College provides inclusive and accessible educational opportunities that support social responsibility, community engagement, meaningful careers, and lifelong learning.

**How** (Our beliefs, convictions, behaviors, and actions): In all we do, we exhibit collaboration, encouragement, respect, innovation, and service.

**Collaboration:** We actively connect with our students and community by providing accessible learning opportunities and resources to overcome barriers, build relationships, and cultivate economic, social, and cultural growth.

**Encouragement:** We provide personal support to students and staff, faculty, and community members through active engagement and compassion.

**Respect:** We are a community of acceptance which engages our diverse population (diversity), provides resources appropriate to the needs of individuals (equity), and extends opportunity to all (inclusion).

**Innovation:** We create new learning experiences to respond and adapt to the needs of our community.

**Service:** We engage our community through service-learning projects, volunteerism, and civic participation.

In the Spring of 2020, the Cochise College Provost signed the Higher Education President's Commitment to encourage full student voter participation in the general election. In the Spring of 2022, the Cochise College President signed the Higher Education President's Commitment to encourage full student voter participation in the mid-term elections.

The presidential commitment ribbon is displayed on campus at the Student Activities Office and on the Cochise College Voter Education page at <https://www.cochise.edu/voter-education/>. The website also provides information on partnerships and essential voter education tools and resources.



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### Landscape

The Cochise County Community College District NSLVE report for mid-term elections shows that in 2018 the Cochise College voting rate was 27.3%; this rate increased by 6.6 compared to 2014, which resulted in 19.7%—comparing this data to general (presidential) election results in 2012, only 33.3% of enrolled students engaged in voting. In 2016, 35.5% of enrolled students voted; the results indicate that previous campus democratic engagement efforts increased the student voting rate by 2.1%. As a result of the action plan and all the hard work of the civic engagement committee, Cochise College increased the voting rate from 2016 to 2020 by 6.1% resulting in 41.8%.

In the previous elections, Cochise College had limited non-profit/non-partisan partners; other than the Cochise County Recorder's office. This year Cochise College is partnered with:

- All In Campus Democracy Challenge (All-In Challenge)
- The Campus Election Engagement Project (CEEP)
- Cochise County Recorder's office
- Civic Influencers
- Rock The Vote

The current partnerships have allowed the College to execute a better democratic engagement plan, as all of the mentioned organizations have provided excellent resources.

**All In Challenge** provided direction in developing a strategic action plan.

**CEEP** provided two civic engagement fellows to help with our democratic engagement efforts.

**Cochise County Recorder's** office provided voter guides and relevant information about our county and the overall election process and polling locations.

**Civic Influencers** provided a new direction and creative ways of engaging students.

**Rock the Vote** was instrumental in engaging our student body by providing social media tools and online resources.

The Civic Engagement Committee plans to increase voter registration, voting rate of registered students, and the overall voting rate by considering all the sections included in the NSLVE report: Voting and registration rates, Carnegie classification, voting method, age group, program of study, enrollment status, race/ethnicity, and field of study.

The gaps reported by NSLVE have been assessed and taken into consideration for offering an inclusive democratic engagement plan at Cochise College. Some of the reported areas may vary based on enrollment. However, Cochise College is committed to providing accessible voter education resources to all enrolled students. This includes identifying any obstacles that may prevent or restrict the implementation of the action plan while also understanding and following all local, state, and federal laws.



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### **Goals**

Short term goals for midterm elections:

- Educate enrolled students by hosting healthy discussions/debates on-campus/online.
- Increase the student voter registration rate in 2018 which was 60.0% to 65%.
- Increase the student voting rate in 2018, which was 27.3% to 50%.
- Report student voting information to NSLVE.

Long term goals:

- Implement Voter Education verbiage in Syllabi.
- Create a video to promote voting awareness that will include non-partisan testimonials from students, faculty, and staff.
- Increase the eligible student voter registration rate to 100% in future elections.
- Increase the eligible student voting rate to 100% in future elections.
- Continue reporting student voting information to NSLVE.
- Continue to expand partnerships.

### **Strategy**

#### **Previous Events**

Spring 2022 - Conversations in Civility Series

#### **Feb. 2022**

Civil discourse is a vitally important skill and the foundation on which our country was built. How can we ensure civility prevails as a societal moral standard during an era of digital insults and political division? Join us at this event to learn how we can collectively strive to respect differing points of view. Panel members include community leaders and educators.

- Event: Feb. 22, Panel Discussion - Sierra Vista Campus
- Event: Feb. 24, Panel Discussion - Douglas Campus

#### **Mar. 2022**

Based on the book *The Magic of Dialogue: Transforming Conflict into Cooperation* by Daniel Yankelovich. Learn the tools to create dialogues instead of debates. Using case studies and real-world experiences this session will give participants information about overcoming misunderstanding and resolving issues.

- Event: Mar. 22, Panel Discussion - Sierra Vista Campus
- Event: Mar. 24, Panel Discussion - Douglas Campus

#### **Apr. 2022**

Book Discussion: *Hate Inc.* by Matt Taibbi. Participants can receive a free copy of the book. Sign up at: [tinyurl.com/54r7h972](https://tinyurl.com/54r7h972) Reserve your spot for this conversation by 3/25/22. Books will be available for pick up on 4/1/22 at the campus libraries.

- Event: Mar. 22, Panel Discussion - Sierra Vista Campus
- Event: Mar. 24, Panel Discussion - Douglas Campus



## **2022-2023 Civic Engagement Action Plan**

### **Future Events**

#### **Aug. 2022**

- Workshop: Local Government and Elections - Sierra Vista Campus
- Workshop: Local Government and Elections - Douglas Campus
- Workshop: Local Government and Elections - Centers
- Promote the importance of voter registration and voting at Student Club Fair
- Promote the importance of voter registration, voting, and related events at All clubs meeting
- Include Voter registration education resources in the SGA Can Chats (printed publications posted on all of the restroom stalls around campus)

#### **Sept. 2022**

- Social Media/Campus Awareness/Event: Sept. 17, Constitution Day
- Social Media/Campus Awareness: Sept. 20, National Voter Registration Day recognition
- Workshop: How to register to vote? - Sierra Vista Campus
- Workshop: How to register to vote? - Douglas Campus
- Workshop: How to register to vote? - Via Zoom
- Social Media/Campus Awareness: Mail-in Ballots & Absentee Voting
- SGA & Civic Engagement Fellows will report on voting awareness efforts by the end of the election term to the Cochise County Community College District
- Engage All Clubs voter education-related events and initiatives (voter registration/voting)
- Include Voter registration education resources in the SGA Can Chats (printed publications posted on all of the restroom stalls around campus)

#### **Oct. 2022**

- Event: Debate - Sierra Vista Campus
- Event: Debate - Douglas Campus
- Social Media/Campus Awareness: Non-partisan candidate and issues guides
- Social Media/Campus Awareness: Registration deadlines & Polling locations
- Social Media/Campus Awareness: Oct. 28 - Nov. 4, Early Voting Day
- Social Media/Campus Awareness: Oct. 28, Get out the vote & What is your plan to go vote?
- Promote the importance of voter registration, voting, and related events at All clubs meeting
- Include a voter education in the SGA Can Chats (printed publications that get posted on all of the restroom stalls)

#### **Nov. 2022**

- Event: Community Service Fair (connect students with different civic opportunities).
- Social Media/Campus Awareness: Virtual Event: Get out the vote event (A week before election day)
- Promote Election Day (post videos and images on social media)



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- SGA video to promote voting awareness will include non-partisan testimonials from students, faculty, and staff.
- Include a voter education in the SGA Can Chats (printed publications posted on all of the restroom stalls around campus)

### **Dec. 2022**

The Cochise College Civic Engagement Committee will revise the data collected to assess the implemented action plan's effectiveness.

- Brainstorm on Spring 2023 events to continue to grow civic engagement and the importance of voter registration and awareness.

### **Jan. 2023**

- Cochise College Civic Engagement Committee meeting

### **Marketing Efforts**

- Campus-wide email
- Update/Maintain Voter education page on the college website
- Social media campaigns on SGA platforms: Facebook and Instagram
- Campus marquee
- Digital signage on campus
- Classroom visits by student leadership
- Virtual events: Couch Parties, Webinars, Flip grid, Kahoot, and others
- Branded Cochise and Voting campaign

### **Additional Efforts**

- Two district-wide Civic Influencers
- Partner with non-partisan/non-profit organizations to maximize the use of voting tools.
- Link within Moodle to promote voter education page (online classes).

### **National Study of Learning, Voting, and Engagement (NSLVE)**

The Civic Engagement Committee has considered all the sections included in the NSLVE report study for implementing a civic engagement action plan at Cochise College. The goal is to strategically increase voter registration rate, voting rate of registered students, and the overall voting rate for both midterm and presidential elections. Based on the 2012 & 2016, 2014 & 2018, and 2020 NSLVE reports, the Civic Engagement Committee does have a strategic vision for the type of programming that should be implemented to increase voter registration and voting rates.

### **Reporting**

The NSLVE reports will be available to the general public under the Cochise College Voter Education page, managed by the Civic Engagement Committee. Reporting will also be shared with our national All In Challenge partners and other non-partisan and non-profit organizations.



## **2022-2023 Civic Engagement Action Plan**

### **Evaluation**

The Cochise College Civic Engagement Committee will conduct pre and post-assessments of events and activities to ensure that the strategies being implemented get assessed and improved and gauge the effectiveness and efficiency of the civic engagement plan. The evaluation will occur before, during, and after implementing the action plan considering all of the elements included in the NSLVE report.

*Efficiency & Quality:* Surveys/Feedback forms will be sent to event organizers, volunteers, and participants to explore the efficiency and equality of the events.

*Effectiveness and Quality:* A final survey will be sent to the entire college community at the end of the election cycle. The goal is to explore the impact of the action plan on creating a healthy democratic culture at Cochise College.

The evaluation results will be reported to senior administration by the Civic Engagement Committee to seek guidance and support in improving/adjusting democratic engagement efforts.